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AUTHOR Trombley, Ruth
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ABSTRACT

The glossary is one of twenty in various subject areas of vocational education designed to assist the student in vocabulary mastery for particular vocational education courses. They are part of the Vocational Reading Power Project, Title III, E.S.E.A. This glossary is for a course in retail floral sales. It is divided into two parts: one provides the student with two definitions for each term listed; the second part lists the same words with space for the student's definition. It is intended that upon completion of the course, mutually agreeable definitions for each term will be arrived at by the instructor and the students. These definitions will be made available to future students taking the course. (AG)

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Prepared by: Ruth Trombley,
Instructor Retail Floral Sales
Southeast Oakland Area
Vocational Education Center

Vocational Reading Power Project
Title III, E.S.E.A.
Roy J. Butz, Ed.D.
J. Kenneth Cerny, Ed.D.
Jules H. Shrage
Lawrence J. Shepanek
Lynne E. Wick

Ruth Kobb
Mary Catherine Coyle

Oakland Schools

2100 Pontiac Lake Road
Pontiac, Michigan 48054
313-338-1101

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To The Student

This Glossary of Key Words was prepared to help you in your course. The words that follow were judged by your instructor to be the most important for you to understand.

Directions

The Glossary is divided into two parts. The first part lists the key words at the left side of the page. Across from the key words are two definitions for that word. The "A" definition is more difficult and specific. The "B" definition is easier and more general. During a learning activity, you are to use both definitions to help you understand. After the learning activity, you are to write your definition of the word as you understand it.

The second part just lists words. There is space for you to write your understanding of those words. Also, at the end of the booklet are blank lines. Here, you and your instructor will list and define the words which were left out.

At the end of the course, your definitions and the instructor's definitions will be joined together. These will be printed and given to the students who come after you have graduated. It is hoped that, with your help, the future students of vocational education will be greatly benefited.

a) PRIMARY
b) SECONDARY

TECHNICAL

ANNUAL
a) A plant living but one year or season.
b) Same

BACKGROUND
a) The surface against which an arrangement is seen; may include back, sides and surface beneath the arrangement.
b) The area all around the arrangement. Could be the back, sides or what the arrangement is setting on.

BALANCE
a) Visual Stability.
b) Place plant material in an arrangement so that when you are finished it doesn't look like it will fall forward, backward or sideways.

BEAUTY
a) The quality which evokes aesthetic pleasure and delight.
b) That which gives you pleasure and looks delightful.

BIENNIAL
a) Plant completes its life cycle in two years. First year it produces leaves; second year, it blooms, seeds form and it dies.
b) Same

CATTLEYA
a) A popular hybrid orchid usually in white and lavender colors.
b) A large orchid used mostly in corsages. Their color is white and lavender.

CENTERPRIECE
a) A flower arrangement for the center of the table.
b) Same

CHROMA
a) A dimension of color. The strength or weakness, intensity or grayness or purity of a hue.
b) How intensive a color or hue is.

COLOR
a) A design element. The visual response of the eye and the brain to reflected light rays.
b) A design element. How your eye reflects the light rays.

CONDITIONING
a) The pre-use preparation of cut plant material for using in arrangement.
b) Same

ANNUAL

BACKGROUND

BALANCE

BEAUTY

BIENNIAL

CATTELYA

CENTERPIECE

CHROMA

COLOR

CONDITIONING

a) PRIMARY
b) SECONDARY

CONSERVATION	a) This means using our natural resources wisely. Not exhausting them. b) Same
CONTAINER	a) A receptacle that holds water, flowers, and foliage. b) Anything that would hold water, flowers and foliage.
CONTEMPORARY	a) Belonging to the present time. b) Same
CONTRAST	a) A design principle. The use of opposite or unlike qualities, elements or forces. b) A design principle. The use of opposites such as smooth and rough, shiny and dull, white flowers and black vase.
DESIGN	a) The planned order of the elements used. b) When you organize the elements and use them in an art form.
DISTINCTION	a) Market superiority in all respects. b) Making a very good arrangement that is different and well done.
DOMINANCE	a) A design principle. Control of a design by one or more elements. It implies the presence of subordination. b) Same as (a) such as controlling element of color, form, texture and so on.
DORMANT	a) The period during which a plant makes no active growth. b) A time when a plant rests.
ECOLOGY	a) The science which deals with the relationship of living organisms to their environment. b) How things relate to where they grow and live.
FLEURIN	a) An international unit for medium of exchange between florist of different countries. b) Same
FLORALTAPE	a) A tape used by florist to cover wire. b) Same

CONSERVATION

CONTAINER

CONTEMPORARY

CONTRAST

DESIGN

DISTINCTION

DOMINANCE

DORMANT

ECOLOGY

FLEURIN

FLORALTAPE

a) PRIMARY
b) SECONDARY

FORCED	a) Dormant plant material, either cut or potted, made to leaf or bloom out of season. b) Plant material that you can make bloom or leaf out when it's not supposed to. Example: Put forsythia branches in warm water in February.
FORM	a) A design element. The outward contour of three-dimensional material. b) A design element. It is the shape or outline of your arrangement.
GARLAND	a) A wreath or festoon of flowers, foliages, or other plant material used as a decoration. b) A wreath or string of leaves, flowers or plant material worn or hung as a decoration.
GRADUATION	a) A sequence in which there is regular and orderly change. It may be in size, form, color or texture. b) Gradual change such as the size, form, color, or texture of the plant material.
GROOMING	a) Flowers and plants should have dirt and residue removed as well as dead leaves and flowers. b) Clean plant off and remove all dead leaves and flowers.
HORTICULTURE	a) That part of agriculture which concerns itself with the art and science of the production and use of flowers, fruits, vegetables and ornamental plants. b) The study of growing and using flowers, fruit, vegetables and plants.
HUE	a) Any one section of the color wheel, at full chroma. b) The name of a color.
INTENSITY	a) Brightness or dullness of a color. b) Same
LINE	a) A design element. A continuous unbroken visual path. b) A design element. You can see a continuous path through your arrangement.
NOSEGAY	a) Tussy mussy. Tight hand bouquet of fragrant flowers. b) Small bouquet which is carried in the hand.

FORCED

FORM

GARLAND

GRADUATION

GROOMING

HORTICULTURE

HUE

INTENSITY

LINE

NOSEGAY

a) PRIMARY
b) SECONDARY

PERENNIAL

a) A plant that comes up each spring and reaches maturity for an indefinite number of years.
b) Same

POT-BOUND

a) A stage of potted plant growth when the roots become a mass of fibers and no longer can reach out freely to make growth.
b) When a plant has so many roots in the pot it is planted in that it can't grow. It should be re-potted.

PRINCIPLES OF DESIGN

a) Fundamentals, basic truths used to organize design elements. They are balance, porportion scale, rhythm, dominance and contrast.
b) Using balance, proporation, scale, rhythm, dominance and contrast as the basic truths in organizing the design elements.

PROPAGATION

a) Increase or multiplication of plants through many processes.
b) To increase the number of plants you have.

PRUNING

a) The cutting away of part of a plant so that it will develop a stronger framework, maintain a better shape or to thin out and rejuvenate it.
b) The cutting away of part of the plant. That is so it will grow stronger, have a better shape, or take dead or unsightly branches out.

RECEDING COLORS

a) Are cool colors such as blues, greens and violets.
b) Same

SECONDARY COLORS

a) Orange, violet and green. Produced when equal parts of primary colors are mixed.
b) Same

SHADE

a) A mixture of pure hue and black.
b) When you mix black with a color such as red which would become maroon.

SPACE

a) A design element. The open areas in and immediately around the arrangement. The three dimensional expanse within which an arrangement is organized.
b) A design element. The open space in and around the arrangement which helps it to look three-dimensional.

SWAG

a) A sheaf of flowers and/or greens tied together for the door.
b) Plant material held together and hung on a door or wall.

PERENNIAL

POT-BOUND

PRINCIPLES OF DESIGN

PROPAGATION

PRUNING

RECEDING COLORS

SECONDARY COLORS

SHADE

SPACE

SWAG

a) PRIMARY
b) SECONDARY

TEXTURE	a) A design element. The quality of the surface structure. b) A design element. What the surface looks like such as rough, smooth, dull, shiny, etc.
TINT	a) A mixture of pure hue and white. b) When you mix white with a color such as red and it becomes pink.
TONE	a) A hue that has been grayed. b) A color that you have added gray to such as red and made it dusty rose.
TRANSPLANTING	a) The process of moving seedlings or mature plants from one location to another. b) Taking a plant out of one place or container and putting it someplace else.

TEXTURE

TINT

TONE

TRANSPLANTING

a) PRIMARY
b) SECONDARY

GENERAL

ACCESSORIES

a) Supplementary items and objects sold in conjunction with flowers. Something added to an arrangement (flower arrangement, fruit arrangements, wreaths) other than plant material to make it more attractive.
b) Other items and objects sold with flowers. Something added to an arrangement (flower arrangement, fruit arrangement, wreaths) other than plant material to make it more attractive.

ADVERTISING

a) Supplying information to the public to induce people to buy a product.
b) Give information to the public so they will buy your product.

ARRANGEMENT

a) Flower arrangement is the art of organizing the elements used according to principles of design to obtain beauty, simplicity, harmony and expression.
b) Same

ASSETS

a) Resources of a business consisting of such items as real property, machinery, inventories, notes and securities.
b) Items owned by the business.

ASYMMETRICAL

a) A flower arrangement with two sides of the center line different in appearance but equal in visual weight to give it stability. An informal arrangement.
b) A flower arrangement with two sides. The sides are not the same but yet it looks like they balance and are held down to the table. An informal arrangement.

BOTANY

a) Study of the classification and processes of plants.
b) Learn the different kinds of plants.

BOUTONNIERES

a) A flower worn on the lapel of a man's coat.
b) Same

CORSAGE

a) The use of flowers for personal adornment.
b) Small bouquet of flowers worn by a woman.

ACCESSORIES

ADVERTISING

ARRANGEMENT

ASSETS

ASYMMETRICAL

BOTANY

BOUTONNIERES

CORSAGE

a) PRIMARY
b) SECONDARY

CRESCENT
a) An arrangement styled in a half-moon shape.
b) Same

CULTIVATE
a) To promote or improve the growth of a plant by labor and attention.
b) To make a plant grow better by watering it at the right time and to loosen the soil around the plant.

CYMBIDIUMS
a) A small orchid used mainly for corsages, weddings and small arrangements. They are grown in a greenhouse in cool temperature. Many flowers grow on one stem.
b) Same

DECOR
a) General decoration
b) Kind of furniture, style of a room and type of building you may be trying to make an arrangement to fit into. Such as: Early American, Traditional, Formal, Contemporary.

DECORATE
a) To furnish or deck with something becoming or ornamental; embellish.
b) To add plants, arrangements or background in order to make a place more pleasant. Such as for a party, wedding reception, prom, etc.

DELINQUENCIES
a) Failure in or neglect of duty or obligation.
b) Fall behind in paying your bill.

DEPTH
a) Measure or distance downward, inward or backward.
b) Same

DESIGN
a) The organization of visual elements.
b) The planned order of the plant material that is used.

DISPLAY
a) To visibly show merchandise to the public.
b) Same

FIGURINE
a) A small ornamental figure of pottery, metal work, etc.; statuette.
b) Same

FLORETS
a) Close cluster of small flowers that make up a flower head.
b) Group of small flowers that make up a flower head such as a daisy.

CRESCENT

CULTIVATE

CYMBIDIUMS

DECOR

DECORATE

DELINQUENCIES

DEPTH

DESIGN

DISPLAY

FIGURINE

FLORETS

a) PRIMARY
b) SECONDARY

FLORICULTURE	a) Cultivation of flowers or flowering plant. b) Producing, marketing, using, and sale of flowers and flowering plants.
FLORIST	a) One who cultivates flowers especially for sale. b) One who sells flowers.
INVENTORY	a) Staple items on hand for resale and use by the designers. b) Same as (a), such as containers, permanent flowers, etc.
LAYOUT	a) The arrangement or plan of a certain area such as the design and sales areas in a retail flower shop. b) Plan of where to put things in the space that you work in or sell in.
MASSING	a) Large group or gathering. b) Gathering together of many flowers into one area.
MERCHANDISE	a) Material offered for sale. b) The things you are selling in your store or shop.
NOVELTIES	a) Variety of goods differing from the staple kinds. b) Odd things that you would carry in your shop such as baby containers, rattles, beer steins, small animals, etc.
OCCASION	a) Special or important time, event or function. b) In taking orders for flowers you have to know what they are going to be used for such as funeral, wedding, centerpiece.
ORCHIDS	a) A tropical plant whose flowers are used in corsages, wedding bouquets and arrangements. b) Same
OVAL	a) An arrangement that is egg-shaped. b) Same
PATTERN	a) The silhouette or outline of an arrangement against its background. b) The shape or outline of an arrangemept.
PERISHABLE	a) Subject to decay. Does not last long. b) Same as (a), such as flowers, foliage.

FLORICULTURE

FLORIST

INVENTORY

LAYOUT

MASSING

MERCHANDISE

NOVELTIES

OCCASION

ORCHIDS

OVAL

PATTERN

PERISHABLE

a) PRIMARY
b) SECONDARY

PETALS

a) Spread of a flower head.
b) Same

PRESTIGE

a) Arrangement made with unusual plant material or in an unusual manner.
b) Same

PROMOTION

a) Act of getting public recognition for a business or merchandise through advertising.
b) Put an ad in newspaper or magazine telling about something that a shop wants to sell.

PROPORTION

a) A design principle. (1) The relationship of the length, area or volume of one part to another or of one part to the whole; (2) The relationship of the amount of hue, value or chroma.
b) Design principle. (1) That the size, length and amount of plant material would not be greater than what it is placed in or where it is going; (2) That you use the right color in the right amount.

REPETITION

a) The repeating of size, form, color, direction, etc.
b) Same

SCALE

a) A design principle. The size relationship of the component parts of an arrangement.
b) A design principle. Size relationship.

SPRAY

a) A flat horizontal arrangement with the stems in some type of foundation for a funeral.
b) A flat arrangement used in funeral work which is usually placed on the casket or on a stand near it.

STYROFOAM

a) Plastic material used for novelty cut-outs and bases for dried and permanent arrangements, which will not absorb water.
b) Same

SYMMETRICAL

a) Approximate reverse repetition of elements on each side of a real or imaginary cervical axis.
b) An arrangement that both sides of the center line are the same.

PETALS

PRESTIGE

PROMOTION

PROPORTION

REPETITION

SCALE

SPRAY

STYROFOAM

SYMMETRICAL

a) PRIMARY
b) SECONDARY

TRADITIONAL

a) Handed down from the past; long established.
b) Belonging to the past.

TRIANGLE

a) a three-sided arrangement.
b) Same

UPSELL

a) Persuading the customer to spend more money than she had intended for an item.
b) Sell a customer a higher priced item than she had wanted to buy.

TRADITIONAL _____

_____

TRIANGLE _____

_____

UPSELL _____

_____

a) PRIMARY
b) SECONDARY

CLUSTER WORDS

Accounts Payable	a) A liability to the business, carried on open accounts. usually for purchase of goods and services. b) How much your shop owes the wholesalers for the staple items you buy.
Accounts Receivable	a) Accounts of customers who owe for merchandise or services. b) How much your customers owe you for the flowers they have bought.
Advancing Hues	a) Colors that are considered warm in which red or yellow predominate. b) Colors which are considered warm. The hues on the color wheel from red through yellow.
Analogous Colors	a) Closely related colors. No less than three adjacent hues, no more than 1/3 of the hues on the color wheel and no more than primary. b) Same
Bedding Plant	a) Any annual flower or vegetable plant grown for resale for a home garden. b) Same
Color Chart or Color Wheel	a) A color circle expanded to include values by addition of varying amounts of white and black. b) A color circle which is made larger by adding white or black to get different hues.
Complimentary Colors	a) Hues directly opposite on the color wheel. b) Same
Contrasting Colors	a) Combination of colors that are furthest apart as to hue, value and/or chroma. Such as red and green, light red and dark red and yellow and black. b) Same
Della Robbia Wreath	a) A circle usually of green plant material decorated with groups of fruits, nuts, leaves, cones, seed pods and berries. b) Same

CLUSTER WORDS

Accounts Payable

Accounts Receivable

Advancing Hues

Analogous Colors

Bedding Plant

Color Chart or
Color Wheel

Complimentary Colors

Contrasting Colors

Della Robbia Wreath

a) PRIMARY
b) SECONDARY

Design Elements	a) The basic visual elements which comprised a design. They are space, line, form, color, pattern, and texture. b) Space, line, form, color, pattern and texture are the elements that make up a design.
Dish Garden	a) A container in which several different low growing foliage plants are grown in soil. b) Low foliage plants growing in a container.
Display Refrigerator	a) A refrigerator in the sales area with an all glass front that cut flowers are kept in. b) Same
Keeping Quality	a) The ability of a cut flower to last as long as is normally expected of the flower. b) How long a flower lasts in water before it dries.
Mechanical Aid	a) Any material used in a container to make the cut flowers and foliage stay in place. b) Same
Monochromatic Color	a) Variation in value and/or chroma of a given hue (such as pink, red and maroon). b) Tint, tone and shade of one color (such as pink, red and maroon) from the color wheel.
Neutral Colors	a) White, gray, black. Characterized by a complete lack of hue and chroma. b) White, gray and black.
Pattern	a) A design element. Silhouette or outline of an arrangement against its background. b) Same
Permanent Materials	a) The artificial flowers and material made out of polyethylene. b) Plastic flowers and material.
Primary Colors	a) Red, yellow and blue b) Same
Tree Standing	a) A design to be viewed from all sides. b) An arrangement you can see from all sides.
Will Call	a) Orders that will be picked up by customer. Same

Design Elements

Dish Garden

Display Refrigerator

Keeping Quality

Mechanical Aid

Monochromatic Color

Neutral Colors

Pattern

Permanent Materials

Primary Colors

Tree Standing

Will Call